

OBL:HO:SEC:00:

New Delhi : 27.10.2020

BSE Limited
Corporate Relation Department
1st Floor, New Trading Ring
Rotunga Building, Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Stock Code - 530365

National Stock Exchange of India Ltd.
Exchange Plaza,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E)
Mumbai-400 051

*Stock Code: ORIENTBELL***Sub: Media release**

Dear Sir/Madam,

Please note that, today i.e on 27th October, 2020, the company has made a media release on the Unaudited financial results for the quarter ended 30th September, 2020. In terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the same for your perusal and records.

Yours faithfully,

for Orient Bell Limited



Yogesh Mendiratta

Company Secretary & Head -Legal



Orient Bell Limited

CORPORATE OFFICE: Iris House, 16 Business Centre, Nangal Raya, New Delhi – 110 046, India. Tel.: +91 11 4711 9100

REGD. OFFICE : 8 Industrial Area, Sikandrabad – 203 205 (U.P.) India. Tel.: +91 5735 222 203 / 222 / 424, +91 81910 04575 / 76, Fax: +91 5735 222 642

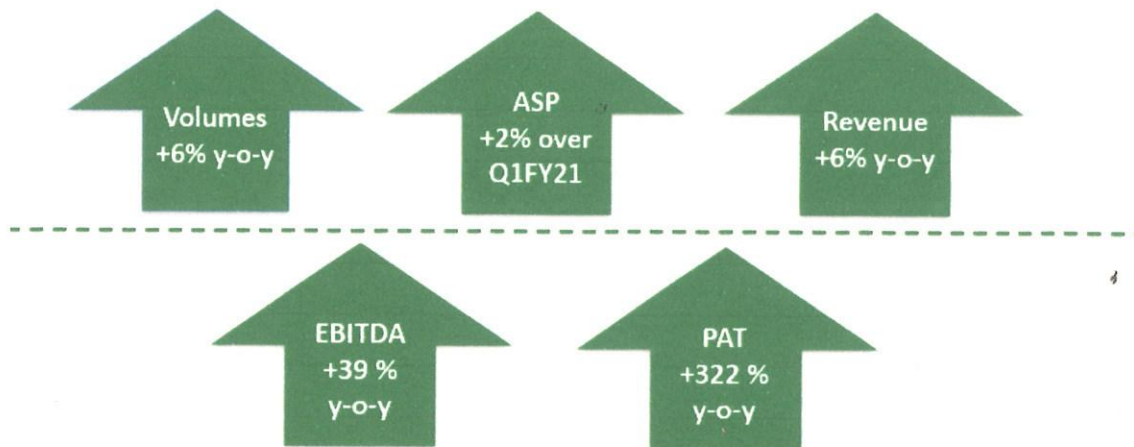
E-mail: customercare@orientbell.com, Website: www.orientbell.com

CIN: L14101UP1977PLC021546

Delhi, 27-October-2020

Media Release**Orient Bell Ltd grows by +6% y-o-y****Unaudited Financial Results for the quarter ended Sept 30,2020**

Orient Bell Ltd. Today announced its unaudited financial results for the quarter ended September 30,2020

Key Highlights – Q2FY21:

Net Debt reduced substantially – almost close to Zero as at 30-Sept-20

- Topline Growth +6% y-o-y led by renewed focus on New Products, Displays and Channel Engagements
- EBITDA margin at +8% led by concerted efforts on cash fixed costs and improvement of consumption KPI's; EBITDA loss of Q1FY21 recouped fully during Q2FY21
- Strong focus on Working Capital management continues – Days Inventory Outstanding (DIO) and Days Sales Outstanding (DSO) improved significantly
- Own Manufacturing sales increased to ~68% of total revenue
- Marketing investments restored during Q2FY21 – 1.3% of topline (~2.6X of Q1FY21 spend)
- Sale from High Value Products (HVP) increased to 41%
- No. of new Orient Bell Tile Boutique (OBTB's) added during Q2FY21 – 25, total number of active OBTB's as on 30-Sep-20 increased to 188
- First ever Digital launch of New Products: +300 new SKU's added
 - 400X400 Pavers - Rhino Series
 - Germ Free Tiles – Wall & Floor
 - 300X450 High Gloss Germ Free Tile – Sparkle Series
 - 300X600 Elevation Tiles
 - New designs introduced in GVT

**Orient Bell Limited**

CORPORATE OFFICE: Iris House, 16 Business Centre, Nangal Raya, New Delhi – 110 046, India. Tel.: +91 11 4711 9100

REGD. OFFICE : 8 Industrial Area, Sikandrabad – 203 205 (U.P.) India. Tel.: +91 5735 222 203 / 222 / 424, +91 81910 04575 / 76, Fax: +91 5735 222 642

E-mail: customercare@orientbell.com, Website: www.orientbell.com

CIN: L14101UP1977PLC021546